

NYS IPM Communications Team: 2008 Accomplishments

Mary Woodsen and Karen English

ABSTRACT:

In 2008 the NYS IPM Communications Team—a writer and a webmaster-designer—produced an annual report; wrote several news releases; designed and produced many fliers, brochures and posters for outreach efforts; collaborated on a series of web-based consumer fact sheets; continued work on a comprehensive 200,000-word, multi-volume consumer reference on pest management in and around the home; and initiated or completed a number of other projects, detailed below. Our work reaches thousands of consumers and householders throughout New York.

ANNUAL REPORT:

Wrote, designed, and produced 5,000 copies of a 2008 annual report, enhanced with photographs and graphic elements and including 15 stories: *A new spin on tried and true; At the root of soil health; Help plants help themselves; Sugar trap snuffs out onion flies; On-Trac; Ratorellus to the rescue; New bug on the block; Teach your children well; Play it safe; And more ...; Winning combination; Perennial output overpowers weeds; Good bug, bad bug; What's new at NEWA; and Survey says.* We also wrote 13 photo stories for the report: *Pass the donuts, please; Know the enemy; Wasps you want; Naughty or nice?; It's a wrap; Roll out your rig; Watch your fingers!; Meet the man; More good people; Straight to the point, and with gorgeous pix; This plant has it all; Eavesdropping on the weather; and Friend or foe?* Our often-praised annual reports are key to educating growers, consumers, and lawmakers about the value of the NYS IPM Program, a partnership between New York State Agriculture and Markets and Cornell University. And this year, for example, a Cornell VP for research wrote to ask that we make stories from the report available to their website.

DESIGN AND PRODUCTION HIGHLIGHTS:

Acted as design consultant for a website and created support materials (fliers, advertising cards, and a poster) for the *Interactive Plant Manager: an online tool for diagnosing pests of woody ornamental plants.*

Laid out and published two new fact sheets on the NYS IPM website: *Plum pox disease of stone fruits*, and *Using Trichogramma ostriniae to help manage European corn borer in sweet corn, peppers, and potatoes.*

Redesigned the brochure, labels and business cards for the Network for Environment & Weather Applications.

Acted as art director and artist for the *Science of Life Explorations Project*. Created a new logo, designed and executed the front and inside covers of the curriculum packet, and designed, executed and produced a brochure.

Organized and created IPM displays or posters for the Monroe County Fair, Empire Farm Days, the Potato Association of America meeting, Cornell's Insectapalooza, and a staff member's talk on *Safety Precautions to Consider for Bird & Nuisance Wildlife Management Work*. Displays directly

or indirectly reached thousands of growers and consumers—about 2,000 at Insectapalooza alone.

NEWS RELEASES, MANUSCRIPTS, AND GUIDES:

Wrote or collaborated on four news releases:

1. *Soda pop to innovation: University of Rochester sanitarian wins Excellence in IPM Award*
2. *Inventor wins IPM award for rugged farm weather stations*
3. *Seeing through a grower's eyes: Andy Muza receives Excellence in IPM Award*
4. *Greenhouse good bugs lead to IPM award*

Prepared a book proposal: *Tackling Trouble: Your Northeast Home and Garden Problem Solver*; grant through Northeast IPM Center. Submitted it to Timber Press, Globe-Pequot Press, Cool Springs Press, Ball Publishing, and Cornell University Press. Timber and Cornell were deeply interested, though none accepted it. Lead writer, freelancer Sally Cunningham (a former CCE educator), drafted the text of this 200,000-word, multi-volume opus. Working with senior editor Carolyn Klass, the communications team is carrying the project through final review and consistency checks; this project will be published as a series of CDs. Cunningham, who has sold more than 30,000 copies of her book, *Great Garden Companions*, will lead a marketing campaign throughout the Northeast. Wide sales and adoption could result in consumer confidence and steep pesticide reductions throughout the Northeast.

Collaborated on *How to Take Bed Bug Calls*, a thorough guide for Cooperative Extension agents and others who take bed bug calls from worried consumers. Bed bugs are on the upswing in the state and the nation. Consumers need research-based guidance to deal with this difficult pest.

Created and produced the Bed Bug Traveler's cards, both print and online versions.

WEBSITE FAQ AND FACT SHEETS:

Also collaborated on a detailed bed bug FAQ, posted online. Already a grateful FAQs reader suggests we write *bed bugs for dummies*.

Worked with Alison Taisey to write, edit, and post consumer one-pager web-based fact sheets on ants, bats, bed bugs, birds (pigeons and starlings; also woodpeckers), cockroaches, deer, fabric pests, fleas, flies inside, flies outside, lice, mold, occasional infestors, occasional invaders, pantry pests, rodents, snakes, spiders, stinging pests, termites, ticks, and wayward wanderers. These fact sheets are easy to read and easy to use.

MISCELLANEOUS:

Cleaned 20 years of files and masses of other stuff out of Blauvelt Lab, attached to the Insectary, prior to renovation.